Day	Date	Program	Priority	me Peric	Length	Rate	Headline #	Order #	End Date
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American Crossroads

Spot Missed

Sunday	11/04/12	Regular Sea	P-3	00 PM-4:00:0	:30	\$7,500.00	09776180	45327	11/05/12

Offer

1X Sat 8-11P Alabama vs. LSU on 11/3 @ \$5000

00 (b3)

1X Sat 12-3:30P Univ. of Cincinnati vs. Syracuse on 11/2 @ \$2500

Williams, Lynda

From:

Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]

Sent:

Thursday, November 01, 2012 2:15 PM

To:

Connell II, Jim

Subject: RE: American Crossroads MG offer Approved

Approved

Alexandra Keller **Senior Account Executive** Millennium Sales-DC p. (202) 955-5342 f. (202) 955-5348 alexandra.bradley@msmtvsales.com

From: Connell II, Jim [mailto:jconnell@local12.com]

Sent: Thursday, November 01, 2012 1:55 PM

To: Bradley, Alexandra Cc: Williams, Lynda

Subject: American Crossroads MG offer

Hi,

See attached MG offer for American Crossroads.

Thanks!

Jim

Line #	Spot #
	Opolin

64	1

Rep Order# 9776180 EC'd Yes

Ver# 2 Status Returned Traffic Order# 45327

Printed: Last Received: Showing Buylines: All Lines

10/29/2012 2:56 PM 07/26/2012 8:37 AM

WKRC-TV CINCINNATI, OH Station

Advertiser

) POLITICAL ISSUE GROU

Product American Crossroads Estimate#

694

Stephanie Maroney

Buyer Phone# Fax#

) CROSSROADS MEDIA LLC Agency

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314 11/27/694

Agency C/P1/P2/E Flight Dates

10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office (

) WASHINGTON

Salesperson (

) ALEXANDRA BRADLEY

1 of 6

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 64 t/r lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
			 53 5303	COOR MODULUS CINCU A 5 %		C42F 00	10/20 10/20	1		1		
	1	TU	5A-530A	GOOD MORNING CINCY @ 5A	: 30	s425.00	10/30-10/30	1	1	1	\$425.00	
	2	W	5A-530A	GOOD MORNING CINCY @ 5A	:30	s425.00	10/31-10/31	1	1	1	\$425.00	
	3	ТН	5A-530A	GOOD MORNING CINCY @ 5A	:30	s425.00	11/01-11/01	1	1	1	\$425.00	
	4	F	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	11/02-11/02	1	1	1	\$425.00	
	5	М	5A-530A	GOOD MORNING CINCY @ 5A	:30	s425.00	11/05-11/05	1	1	1	\$425.00	
	6	TU	6A-630A	GOOD MORNING CINCY	:30	s650.00	10/30-10/30	1	1	1	\$650.00	
	7	W	6A-630A	GOOD MORNING CINCY	:30	s650.00	10/31-10/31	1	1	1	\$650.00	
	8	TH	6A-630A	GOOD MORNING CINCY	:30	s650.00	11/01-11/01	1	1	1	\$650.00	
	Э	F	6A-63CA	GOOD MORNING CINCY	:30	s650.00	11/02-11/02	1	1	1	\$650.00	
	10	М	6A-630A	GOOD MORNING CINCY	:30	\$650.00	11/05-11/05	1	1	1	s650.00	

Rep Order# EC'd Yes 9776180 Status Returned Traffic Order# 45327 Printed: 10/29/2012 2:56 PM 2 of 6 Ver# 2 Last Received: 07/26/2012 8:37 AM

Showing Buylines: All Lines

Station Advertiser Product Estimate#	WKRC-TV CIN () POL American Cro 694	ITICAL ISSU		66 CA	NAL CEN ANDRIA,	ROADS MEDIA TER PLAZA, SU VA 22314 27/694		Rep Firm Sales Office Salesperson		WASHINGT ALEXANDI	ON RA BRADLEY	
Buyer Phone# Fax#	Stephanie Ma	ironey		Flight Dates Hiatus Weeks	10/30	/2012 - 11/05/201	2	Salesperson Salesperson		202-955-5 202-955-5		
LT Ln	Day	Time	Program		Len	Rate	Dates	.Spots/Week	Weeks	Total Spots	Total Cost	Daypart
11	TU	7A-730A	THE EARLY SHOW		:30	s450.00	10/30-10/30	1	1	1	\$450.00	
12	W	7A-730A	THE EARLY SHOW		:30	s450.00	10/31-10/31	1	1	1	\$450.00	
13	TH	7A-730A	THE EARLY SHOW		:30	S450.00	11/01-11/01	1	1	1	\$450.00	
14	F	7A-730A	THE EARLY SHOW		:30	s450.00	11/02-11/02	1	1	1	\$450.00	
15	М	7A-730A	THE EARLY SHOW		:30	S450.00	11/05-11/05	1	1	1	\$450.00	
16	SÜ	9A-930A	CBS SUNDAY MORNING		:30	s2,500.00	11/04-11/04	1	1	1	\$2,500.00	
17	TU	11A-12P	PRICE IS RIGHT		:30	s1,500.00	10/30-10/30	1	1	1	\$1,500.00	
18	W	11A-12P	PRICE IS RIGHT		:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
19	TH	11A-12P	PRICE IS RIGHT		:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
20	F	11A-12P	PRICE IS RIGHT		:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
21	М	11A-12P	PRICE IS RIGHT		:30	s1,500.00	11/05-11/05	1	1	1	\$1,500.00	
22	TU	1230P- 130P	THE YOUNG AND RESTL	ESS	:30	s550.00	10/30-10/30	1	1	1	\$550.00	
23	W	1230P- 130P	THE YOUNG AND RESTL	ESS	:30	s550.00	10/31-10/31	1	1	1	\$550.00	
24	TH	1230P- 130P	THE YOUNG AND RESTL	ESS	:30	s550.00	11/01-11/01	1	1	1	\$550.00	
25	F	1230P- 130P	THE YOUNG AND RESTL	ESS	:30	s550.00	11/02-11/02	1	1	1	\$550.00	

Rep Order# 9776180 Ver# 2 Status Returned Traffic Order# 45327 EC'd Yes

Printed: Last Received: 10/29/2012 2:56 PM 07/26/2012 8:37 AM 3 of 6

Showing Buylines: All Lines

Station \ Advertiser Product Estimate#		INCINNATI, (LITICAL ISSU rossroads		66 CAN	NAL CEN ANDRIA,	ROADS MEDIA ITER PLAZA, SU VA 22314 /27/694		Rep Firm Sales Office Salesperson		WASHING ALEXAND	ГОN RA BRADLEY	
Buyer Phone# Fax#	Stephanie M	laroney		Flight Dates Hiatus Weeks		/2012 - 11/05/201	2	Salesperson Salesperson		202-955-3 202-955-3		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
26	М	1230P- 130P	THE YOUNG AND RESTLI	ESS	:30	s550.00	11/05-11/05	1	1	1	\$550.00	
27	TU	3P-4P	LET'S MAKE A DEAL		:30	s500.00	10/30-10/30	1	1	1	\$500.00	
28	W	3P-4P	LET'S MAKE A DEAL		:30	s500.00	10/31-10/31	1	1	1	\$500.00	
29	TH	3P-4P	LET'S MAKE A DEAL		:30	s500.00	11/01-11/01	1	1	1	\$500.00	
30	F	3P-4P	LET'S MAKE A DEAL		:30	s500.00	11/02-11/02	1	1	1	\$500.00	
31	М	3P-4P	LET'S MAKE A DEAL		:30	s500.00	11/05-11/05	1	1	1	\$500.00	
32	TU	430P-5P	12 NEWS FIRST		:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
33	W	430P-5P	12 NEWS FIRST		:30	s850.00	10/31-10/31	1	1	1	\$850.00	
34	TH	430P-5P	12 NEWS FIRST		:30	s850.00	11/01-11/01	1	1	1	\$850.00	
35	F	430P-5P	12 NEWS FIRST		:30	\$850.00	11/02-11/02	1	1	1	\$850.00	
36	М	430P-5P	12 NEWS FIRST		:30	s850.00	11/05-11/05	1	1	1	\$850.00	
37	TU	6P-630P	12 NEWS AT 6P		:30	S1,200.00	10/30-10/30	1	1	1	\$1,200.00	
38	W	6P-630P	12 NEWS AT 6P		:30	s1,200.00	10/31-10/31	1	1	1	\$1,200.00	
39	TH	6P-630P	12 NEWS AT 6P		:30	s1,200.00	11/01-11/01	1	1	1	\$1,200.00	
40	F	6P-630P	12 NEWS AT 6P		:30	s1,200.00	11/02-11/02	1	1	1	s1,200.0C	
41	М	6P-630P	12 NEWS AT 6P		:30	S1,200.00	11/05-11/05	1	1	1	\$1,200.00	

Rep Order# EC'd Yes 9776180 Ver# 2 Status Returned Traffic Order# 45327 Printed: 10/29/2012 2:56 PM

Last Received:

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Showing Buylines: All Lines

Station Advertis Product Estimate	ser (A e# 6	merican Cros 94	FICAL ISSUE sroads		66 CAN ALEXA Agency C/P1/P2/N	NAL CENT ANDRIA, V E 11/2	7/694	TE 555	Rep Firm Sales Office Salesperson	() A		A BRADLEY	
Buyer Phone# Fax#	S	tephanie Marc	oney		Flight Dates Hiatus Weeks	10/30/2	012 - 11/05/2012		Salesperson l Salesperson l		202-955-53 202-955-53		
	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	TU	7P-730P	INSIDE EDITION		:30	s900.00	10/30-10/30	1	1	1	\$900.00	
	43	W	7P-730P	INSIDE EDITION		:30	s900.00	10/31-10/31	1	1	1	\$900.00	
	44	TH	7P-730P	INSIDE EDITION		:30	\$900.00	11/01-11/01	1	1	1	\$900.00	
	45	F	7P-730P	INSIDE EDITION		:30	s900.00	11/02-11/02	1	1	1	\$900.00	
	46	М	7P-730P	INSIDE EDITION		:30	s900.00	11/05-11/05	1	1	1	\$900.00	
	47	TU	727P-8P	ENT. TONITE		:30	s1,100.00	10/30-10/30	1	1	1	\$1,100.00	
	48	W	727P-8P	ENT. TONITE		:30	S1,100.00	10/31-10/31	1	1	1	\$1,100.00	
	49	ТН	727P-8P	ENT. TONITE		:30	s1,100.00	11/01-11/01	1	1	1	\$1,100.00	
	50	F	727P-8P	ENT. TONITE		:30	\$1,100.00	11/02-11/02	1	1	1	\$1,100.00	
	51	М	727P-8P	ENT. TONITE		:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
	52	TU	11P-1135P	12 NEWS AT 11P		:30	s2,400.00	10/30-10/30	1	1	1	\$2,400.00	
	53	W	11P-1135P	12 NEWS AT 11P		:30	s2,400.00	10/31-10/31	1	1	1	\$2,400.00	
	54	TH	11P-1135P	12 NEWS AT 11P		:30	s2,400.00	11/01-11/01	1	1	1	\$2,400.00	
	55	F	11P-1135P	12 NEWS AT 11P		:30	s2,400.00	11/02-11/02	1	1	1	\$2,400.00	
	56	м	11P-1135P	12 NEWS AT 11P		:30	s2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	57	TU	1135P- 1235A	DAVID LETTERMAN		:30	s650.00	10/30-10/30	1	1	1	\$650.00	

 Rep Order#
 9776180
 Ver#
 2
 Status
 Returned
 Traffic Order# 45327
 Printed:
 10/29/2012 2:56 PM
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 6

 EC'd
 Yes
 Last Received:
 07/26/2012 8:37 AM

Showing Buylines: All Lines

Statio Adver	tiser ict	Àmerican Cro	ITICAL ISS		ALE	AŃAL CEN XANDRIA,	ROADS MEDIA TER PLAZA, SU VA 22314 27/694		Rep Firm Sales Office Salesperson	,	WASHINGT ALEXANDI	ΓΟΝ RA BRADLEY	
Estim Buyer Phone Fax#		694 Stephanie Ma	roney		Agency C/P1/P Flight Dates Hiatus Weeks		27/694 /2012 - 11/05/201	2	Salesperson Salesperson		202-955-5 202-955-5		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	58	W	1135P- 1235A	DAVID LETTERMAN		:30	s650.00	10/31-10/31	1	1	1	\$650.00	
	59	тн	1135P- 1235A	DAVID LETTERMAN		:30	s650.00	11/01-11/01	1	1	1	\$650.00	
	60	F	1135P- 1235A	DAVID LETTERMAN		:30	s650.00	11/02-11/02	1	1	1	\$650.00	
	61	М	1135P- 1235A	DAVID LETTERMAN		:30	s650.00	11/05-11/05	1	1	1	\$650.00	
	62	SU	7P-8P	60 MINUTES		:30	s7,500.00	11/04-11/04	1	1	1	\$7,500.90	
	63	SA	12P-7P	COLLEGE FOOTBALL		:30	s750.00	11/03-11/03	1	1	1	\$750.00	
	*64	SU Station	1P-4P Remark:	NFL NON-BENGALS 1P V2 1x na 11/4 no time		:30 10/31 nci	s7,500.00 r survivor	11/04-11/04	1	1	1	\$7,500.00	

---REPORT TOTALS---

Report Totals: 64 / \$74,125.00

---SALES MONTHLY TOTALS---

Nov 12: 64 / \$74,125.00 Sales Totals: 64 / \$74,125.00

Station Totals: 64 / \$74,125.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

WCPO 235 Market Totals \$274,537 CABL 0 % EKRC 2 % UNKN 90 WBQC 0 % WKRC 27% WLWT 285 WSTR 1 % WXIX 198

 Rep Order#
 9776180
 Ver#
 2
 Status
 Returned
 Traffic Order# 45327
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 10/29/2012 2:56 PM
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 6

 EC'd
 Yes
 Last Received:
 07/26/2012 8:37 AM
 6 of
 6

Showing Buylines: All Lines

) WASHINGTON

202-955-5342

202-955-5348

Salesperson Phone#

Salesperson FAX#

) ALEXANDRA BRADLEY

StationWKRC-TV CINCINNATI, OHAgency() CROSSROADS MEDIA LLCRep FirmAdvertiser() POLITICAL ISSUE GROU66 CANAL CENTER PLAZA, SUITE 555Sales Office (ProductAmerican CrossroadsALEXANDRIA, VA 22314Salesperson (

Estimate# 694 Agency C/P1/P2/E 11/27/694

Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Phone# Hiatus Weeks

Phone# Hiatus We Fax#

Books null Demos RA35+

Connell II, Jim

From: Sent:

Subject: <u>1</u>0:

jconnell@local12.com Friday, October 26, 2012 11:54 AM Connell II, Jim; Williams, Lynda Spot - Preempt: American Crossroads - 45327

Station: WKRC-TV

Order Information:

Order #: 45327 Order Total: \$74,125.00

Agency: Crossroads Media Advertiser: American Crossroads

11/05/12 Product: American Crossroads Alternate Order #: 09776180 Estimate #: 694 Flight Dates: 10/30/12 - 11/0

Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

(45327 - 64 - 1)

Preempted Spot Information Rate: \$7,500.00 Air Date: Sun 11/04/12

--Su Eligible Days:

Inventory Code: AFC Regular Season Inventory Description: AFC Regular Season Inventory Code Time: 1:00 PM-4:00 PM

Spot Type: NM

4:00:00 PM Earliest start: 1:00:00 PM, Latest end:

Restricted:

:30 Length:

Preempted by NSM Channel(s): [1] WKRC Priority: Preemptible w/o Notice Preempt Reason: Preempted by NSI



Weekday Air Time Length Ad-ID Inv. Code (Booked) Order Product Descripti Estimate # Priority | Spot # AE Rate Time Period Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 1 P-3 1 MWASH \$425.00 USPRT\5a Good Morn Cincinna (5:00:00 AM-5:30:00 AAmerican Crossroads 694 10/30/12 Tuesday5:13:54 AM :30 \$425.00 Line: 2 \$425.00 USPRT\5a Good Morn Cincinna (5:00:00 AM-5:30:00 A American Crossroads P-3 1 MWASH 10/31/12Wednesday5:09:35 AM :30 1 \$425.00 Line: 3 694 P-3 1 MWASH \$425.00 USPRT\5a Good Morn Cincinna (5:00:00 AM-5:30:00 A American Crossroads 11/01/12 Thursday5:12:59 AM :30 \$425.00 Line: 4 P-3 5a Good Morn Cincinna (5:00:00 AM-5:30:00 A American Crossroads 694 1 MWASH 11/02/12 Friday5:13:29 AM :30 \$425.00 1 \$425.00 Line: 5 \$425.00 694 P-3 1 MWASH Monday5:05:42 AM :30 5a Good Morn Cincinna (5:00:00 AM-5:30:00 A American Crossroads 11/05/12 ___1 \$425.00 Line: 6 \$650.00 USPRT\6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 694 P-2 1 MWASH 10/30/12 Tuesday3:27:20 AM :30 \$650.00 1 Line: 7 694 P-2 1 MWASH \$650.00 USPRT\6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 10/31/12Wednesday3:09:52 AM :30 1 \$650.00 Line: 8 P-2 :30 \$650,00 USPRT\6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 694 1 MWASH 11/01/12 Thursday3:20:43 AM \$650.00 Line: 9 P-2 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 694 1 MWASH :30 \$650.00 11/02/12 Friday3:04:11 AM 1 \$650.00 Line: 10 694 P-2 1 MWASH Monday3:11:57 AM :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 AAmerican Crossroads 11/05/12 \$650.00 Line: 11 694 P-2 1 MWASH \$450.00 USPRT\CBS This Morning (7:00:00 AM-7:30:00 A American Crossroads Tuesday':24:10 AM :30 \$450.00 Line: 12 694 P-2 1 MWASH :30 \$450.00 USPRT\CBS This Morning (7:00:00 AM-7:30:00 A American Crossroads 10/31/12Wednesday7:28:54 AM \$450.00 1 Line: 13 P-2 \$450.00 USPRT\CBS This Morning (7:00:00 AM-7:30:00 AAmerican Crossroads 694 1 MWASH 11/01/12 Thursday7:28:56 AM :30

WIDE CRBIT



Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # | Priority | Spot # | AE Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 13 1 \$450.00 Line: 14 \$450.00 **CBS** This Morning (7:00:00 AM-7:30:00 A American Crossroads 694 P-2 1 MWASH 11/02/12 Friday :30 1 \$450.00 Line: 15 \$450.00 **CBS** This Morning (7:00:00 AM-7:30:00 AAmerican Crossroads 694 P-2 1 MWASH 11/05/12 Monday3:59:25 AM :30 \$450.00 1 30 6 Line: 16 694 P-1 1 MWASH Sunday 3:17:15 AM :30 \$2,500.00 **CBS Sun Morning** (9:00:00 AM-9:30:00 AAmerican Crossroads \$2,500.00 Line: 17 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASH 10/30/12 Tuesday1:31:06 AM :30 \$1,500.00 Line: 18 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASH 10/31/12Wednesday1:29:51 AM :30 \$1,500.00 Line: 19 P-1 11:00 AM-12:00 PM American Crossroads 694 1 MWASH 11/01/12 Thursday):58:26 AM \$1,500.00 USPRT\The Price is Right 1 \$1,500.00 Line: 20 11/02/12 Friday):58:56 AM :30 \$1,500.00 The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASH 1 \$1,500.00 Line: 21 \$1,500.00 11:00 AM-12:00 PM 694 P-1 1 MWASH Mondayl:28:41 AM :30 The Price is Right American Crossroads 11/05/12 \$1,500.00 1 Line: 22 694 P-3 1 MWASH 10/30/12 Tuesday2:57:34 PM :30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads \$550.00 Line: 23 694 P-3 1 MWASH 10/31/12Wednesday1:29:27 PM :30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads \$550.00 Line: 24 :30 \$550.00 USPRT\Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASH 11/01/12 Thursdayl:28:41 PM 1 \$550.00 Line: 25 Young & the Restless 12:30 PM-1:30 PM 694 P-3 1 MWASH 11/02/12 Friday1:28:41 PM :30 \$550.00 American Crossroads 1 \$550.00

WIDE ORBIT



Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # Priority | Spot # AE Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 26 11/05/12 Monday2:59:26 PM :30 \$550.00 Young & the Restless 12:30 PM-1:30 PM P-3 American Crossroads 694 1 MWASH \$550.00 1 Line: 27 10/30/12 Tuesday2:59:12 PM :30 \$500.00 USPRT\Let's Make a Deal 694 P-3 3:00 PM-4:00 PM American Crossroads 1 MWASH \$500.00 1 Line: 28 :30 10/31/12Wednesday3:58:35 PM \$500.00 USPRT\Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 694 P-3 1 MWASH \$500.00 1 Line: 29 11/01/12 Thursday3:58:32 PM :30 \$500.00 USPRT\ Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 694 P-3 1 MWASH \$500.00 1 Line: 30 11/02/12 Friday3:58:32 PM :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 694 P-3 1 MWASH \$500.00 1 Line: 31 11/05/12 Monday2:59:21 PM :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM P-3 American Crossroads 694 1 MWASH 2 14 77 \$500.00 1 Line: 32 10/30/12 Tuesday 1:37:15 PM :30 P-2 \$850.00 USPRT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PAmerican Crossroads 694 1 MWASH \$850.00 1 Line: 33 10/31/12Wednesday1:37:03 PM :30 \$850.00 USPRT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PAmerican Crossroads 694 P-2 1 MWASH \$850.00 1 Line: 34 11/01/12 Thursday1:50:21 PM :30 P-2 \$850.00 USPRT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 P American Crossroads 694 1 MWASH \$850.00 1 Line: 35 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PAmerican Crossroads 11/02/12 Friday1:35:21 PM :30 \$850.00 694 P-2 1 MWASH \$850.00 1 Line: 36 :30 11/05/12 Monday1:51:06 PM \$850.00 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PAmerican Crossroads 694 P-2 1 MWASH \$850.00 Line: 37 10/30/12 Tuesday3:13:19 PM :30 \$1,200.00 USPRT\6p Local 12 News at Six 6:00 PM-6:30 PM American Crossroads 694 P-2 1 MWASH \$1,200.00 Line: 38 10/31/12Wednesday3:12:49 PM \$1,200.00 USPRT\6p Local 12 News at Six 6:00 PM-6:30 PM P-2 American Crossroads 694 1 MWASH

WIDE DRBIT



Ad-ID Inv. Code (Booked) Order Product Descripti Estimate # Priority | Spot # AE Weekday Air Time Length Rate Time Period Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 38 \$1,200.00 Line: 39 \$1,200.00 USPRT\6p Local 12 News at Six6:00 PM-6:30 PM P-2 1 MWASH 11/01/12 Thursday3:11:38 PM American Crossroads 694 1 \$1,200.00 Line: 40 American Crossroads 694 P-2 1 MWASH 11/02/12 Friday3:27:11 PM :30 \$1,200.00 6p Local 12 News at Six6:00 PM-6:30 PM \$1,200.00 1 Line: 41 P-2 1 MWASH Monday3:04:49 PM :30 \$1,200.00 6p Local 12 News at Six 6:00 PM-6:30 PM American Crossroads 694 11/05/12 \$1,200.00 Line: 42 1 MWASH :30 \$900.00 USPRT\M-F 7p-730p 7:00 PM-7:30 PM American Crossroads 694 P-3 10/30/12 Tuesday':12:22 PM 95.99 \$900.00 Line: 43 7:00 PM-7:30 PM American Crossroads 694 P-3 1 MWASH :30 \$900.00 USPRT\M-F 7p-730p 10/31/12Wednesday7:27:36 PM \$900.00 Line: 44 P-3 1 MWASH 11/01/12 Thursday':10:12 PM :30 \$900.00 USPRT\M-F 7p-730p 7:00 PM-7:30 PM American Crossroads 694 \$900.00 1 Line: 45 Friday7:10:27 PM :30 \$900.00 M-F 7p-730p 7:00 PM-7:30 PM American Crossroads 694 P-3 1 MWASH 11/02/12 1 \$900.00 Line: 46 Monday7:28:04 PM 694 P-3 1 MWASH :30 M-F 7p-730p 7:00 PM-7:30 PM American Crossroads 11/05/12 \$900.00 1 \$900.00 Line: 47 P-3 1 MWASH 10/30/12 Tuesday':44:52 PM :30 \$1,100.00 USPRT\M-F 730p-8p 7:27 PM-8:00 PM American Crossroads 694 \$1,100.00 Line: 48 P-3 1 MWASH 10/31/12Wednesday7:55:06 PM :30 \$1,100.00 USPRT\M-F 730p-8p 7:27 PM-8:00 PM American Crossroads 694 \$1,100.00 Line: 49 7:27 PM-8:00 PM American Crossroads 694 P-3 1 MWASH 11/01/12 Thursday':59:26 PM \$1,100.00 USPRT\ M-F 730p-8p 1 \$1,100.00 Line: 50 American Crossroads P-3 1 MWASH 11/02/12 Friday7:34:45 PM :30 \$1,100.00 M-F 730p-8p 7:27 PM-8:00 PM 694 1 \$1,100.00

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Order Product Descripti Estimate # Priority | Spot # AE Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 51 1 MWASH P-3 M-F 730p-8p 7:27 PM-8:00 PM American Crossroads 694 \$1,100.00 Monday7:50:41 PM 11/05/12 \$1,100.00 Line: 52 694 P-3 1 MWASH \$2,400.00 USPRT\11p M-Su Local 12 New 11:00 PM-11:35 PM American Crossroads 10/30/12 Tuesday1:21:48 PM \$2,400.00 Line: 53 P-3 1 MWASH \$2,400.00 USPRT\11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 694 10/31/12Wednesday1:33:15 PM 1 \$2,400.00 Line: 54 P-3 1 MWASH \$2,400.00 USPRT\11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 694 11/01/12 Thursday1:33:50 PM :30 1 \$2,400.00 Line: 55 P-3 1 MWASH 694 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads :30 \$2,400.00 11/02/12 Friday1:06:29 PM 1 \$2,400.00 Line: 56 694 P-3 1 MWASH 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads \$2,400.00 11/05/12 Mondayl:26:37 PM :30 \$2,400.00 Line: 57 P-3 1 MWASH 11:35 PM-12:35 XM American Crossroads 694 :30 \$650.00 USPRT\Letterman Tuesday2:29:48 XM 10/30/12 1 \$650.00 Line: 58 P-3 1 MWASH American Crossroads 694 11:35 PM-12:35 XM \$650.00 USPRT\ Letterman :30 10/31/12Wednesday2:14:52 XM \$650.00 Line: 59 11:35 PM-12:35 XM American Crossroads 694 P-3 1 MWASH \$650.00 USPRT\Letterman 11/01/12 Thursdayl:58:30 PM :30 1 \$650.00 Line: 60 P-3 1 MWASH American Crossroads 694 11:35 PM-12:35 XM \$650.00 Letterman 11/02/12 Friday2:11:30 XM :30 1 \$650.00 Line: 61 P-3 1 MWASH 694 11:35 PM-12:35 XM American Crossroads \$650.00 Letterman :30 Monday2:25:00 XM 11/05/12 \$650.00 Line: 62 P-2 1 MWASH American Crossroads 694 7:00 PM-8:00 PM Sun Reg 1 Sunday':19:07 PM :30 \$7,500.00 11/04/12 \$7,500.00 Line: 63 P-3 694 1 MWASH SEC Football 12:00 PM-7:00 PM American Crossroads \$750.00 :30 11/03/12 Saturday5:49:36 PM [Filtered by:] [Sorted by: Station]



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